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Ren Egawa

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EXAMINER

BLACKMAN, ANTHONY J

ART UNIT

PAPER NUMBER

2676

DATE MAILED: 06/17/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

10/023,377

Applicant(s)

EGAWA ET AL.

Examiner

ANTHONY J BLACKMAN

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 02 April 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-24 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-24 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)             | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)    | Paper No(s)/Mail Date. _____  |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                                    |

## DETAILED ACTION

### *Response to Arguments*

1. Examiner acknowledges the accepted title change by applicant.
2. Examiner agrees with applicant that DISCOUNT et al, US Patent No. 6,012,066 and CARLIN, US Patent Application Publication, Pub. No. 202/0093538 and VOLK et al, US Patent No. 5,673,401 alone or together in any combination do not expressly teach or suggest the newly amended claim as taken from page 20/21 of the Remarks section dated 6/10/2004 features, the patentably distinct limitations of “an application including a plurality of 3D objects, wherein each of the plurality of objects has a default texture associated therewith”, of to replace at least part of the default texture associated therewith” and mapping “advertising texture maps...so as to replace at least part of the default texture associated therewith.” However, HECKEL, US Patent No. 6,036,601 at least suggests that the newly amended claim language as it presently reads is not patentably distinct because HECKEL suggests the features lacked by the cited prior art. Specifically, column 4, line 59-column 5, line 29 discloses default textures and more importantly, “The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game.” Examiner respectfully disagrees with the interpretation of the CARLIN reference by applicant that CARLIN teaches away as a reference, referring to applicants discussing “bit-multiplexing” related to

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texture mapping one or more "advertising texture maps", applicant argues subject matter not claimed. In response to applicant's argument that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., "bit –multiplexing" related to texture mapping one or more "advertising texture maps) are not recited in the rejected claim(s). Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993). Therefore, HECKEL supports DISCOUNT et al in view of CARLIN and also DISCOUNT et al in view of CARLIN and further in view of VOLK et al reading upon the newly amended claim features.

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-23 are rejected under 35 U.S.C. 103(a) as being unpatentable over DISCOUNT et al, US Patent no. 6,012,066 in view of CARLIN , US Patent Application Publication, Pub. No. US 2002/0093538 and further in view of HECKEL, US Patent No. 6,036,601.

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5. As per claims 1 and 23, examiner interprets DISCOUNT et al, US Patent No. 6,012,066 to suggest a method for providing targeted advertising during execution of an application for display on a client system, the method on a server system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), comprising: gathering a plurality of advertising texture maps directed towards a demographic (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13); and providing the application to a client system over a network (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), wherein the client system is a member of the demographic (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13); even though advertising information is gathered for display during execution of the application process DISCOUNT et al, however, does not expressly discuss the following limitations as claimed: assembling an application including a plurality of 3D objects and the plurality of advertising texture maps, and wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application. Examiner interprets CARLIN to suggest the limitations lacking in DISCOUNT et al, specifically, the “Models, textures and

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maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)", disclosing a method of "...interactive advertising... (abstract, line 22)" corresponding to the texture mapping as claimed. Therefore, CARLIN suggests the following; assembling an application including a plurality of 3D objects and the plurality of advertising texture maps (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184), wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184); and wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184). It would have been obvious to one skilled in the art at the time of the invention to utilize at least the teaching for "Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)", disclosing a method of "...interactive advertising... (abstract, line 22)" of CARLIN to modify the "...computerized work flow system and computerized web site generation wherein "[T]he server instantiates a process having a plurality of activities as each activity is independently formed ...and tracks the activities (abstract, lines

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4-7) " that, for example provides targeted advertising/marketing data for client disposal of DISCOUNT et al because both inventions are directed towards targeted advertising effects. However,

*DISCOUNT et al as modified* does not expressly teach or suggest wherein each of the plurality of objects has a default texture associated therewith, the application with access to the plurality of advertising texture maps, wherein at least one of the plurality of 3D objects during execution of the application so as to replace at least part of the default texture associated therewith. HECKEL suggest wherein each of the plurality of objects has a default texture associated therewith, the application with access to the plurality of advertising texture maps, wherein at least one of the plurality of 3D objects during execution of the application so as to replace at least part of the default texture associated therewith (column 4, line 59-column 5, line 29). It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated

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transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

6. As per claim 2, examiner interprets DISCOUNT et al as modified to meet limitations of claim 1, DISCOUNT et al also suggests the features of recited claim 2, "...wherein the providing further comprises: providing the application for download by a client system over a network, wherein the client system is associated with the demographic (column 15, line 53-column 16, line 2)". It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including, "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

7. As per claim 3, examiner interprets DISCOUNT et al as modified to meet limitations of claim 2, DISCOUNT et al also suggests the features of recited claim 3, "...wherein the network comprises at least one of: a local area network;



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a wide area network; and a circuit switched network (column 5, lines 1-14 discloses at least both underlined features)". It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

8. As per claim 4, examiner interprets DISCOUNT et al as modified to meet limitations of claim 1, DISCOUNT et al also suggests the features of recited claim 4, wherein an advertising texture map comprises at least one of: a bitmap file; a JPEG file; a TIFF file; and a GIF file (column 35, lines 35-55 discloses the underlined feature). It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the

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graphics generations portion 12 of the game” of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, “The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)” providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

9. As per claim 5, examiner interprets DISCOUNT et al as modified to meet limitations of claim 4, DISCOUNT et al also suggests the features of recited claim 5, “...wherein the advertising texture map is used to identify an advertiser and further comprises at least one of: a logo representing the advertiser; text representing the advertiser; a person representing the advertiser; and an image representing the advertiser (column 9, lines 13-24, column 12, lines 36-45 and column 35, lines 35-55, at least suggest the underlined features)”. It would have been obvious to one skilled in the art at the time of the invention to use the “Method For advertising Over A Computer Network Utilizing Virtual Environments of Games”, including , “The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game” of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, “The plug-in 2...also keeps

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track of the view statistics (column 5, lines 9-29)” providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

10. As per claim 6, examiner interprets DISCOUNT et al as modified to meet limitations of claim 1, DISCOUNT et al does suggests further comprising: periodically providing to the client system over the network a plurality of advertising texture maps directed towards the demographic of the client system (column 10, line 50-column 11, line 22) and during the execution of the application (column 10, line 50-column 11, line 22), however, does not expressly teach wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application. CARLIN suggests wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184). It would have been obvious to one skilled in the art at the time of the invention to use the “Method For advertising Over A Computer Network Utilizing Virtual Environments of Games”, including , “The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game” of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both

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inventions share at least similar solutions related to computer advertising.

Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

11. As per claims 7 and 15, examiner interprets DISCOUNT et al, US Patent No. 6,012,066 to suggest a Method for providing targeted advertising during execution of an application for display on a client system, the method on a server system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), comprising:

periodically receiving from a third party over a network a plurality of advertising textured data/information directed towards a demographic of the client system (column 8, line 28-column 9, line 34), however, DISCOUNT et al does not expressly teach the following limitations as recited in their entirety including the texture mapping processing; wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application. Examiner interprets CARLIN to suggest the limitations lacking in DISCOUNT et al, specifically, the "Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)", disclosing a method of "...interactive advertising... (abstract, line 22)" corresponding to the texture mapping as claimed. Therefore, CARLIN suggests the following; executing an application

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that represents a plurality of 3d objects (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184) wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

It would have been obvious to one skilled in the art at the time of the invention to utilize at least the teaching for “Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)”, disclosing a method of “...interactive advertising... (abstract, line 22)” of CARLIN to modify the “...computerized work flow system and computerized web site generation wherein “[T]he server instantiates a process having a plurality of activities as each activity is independently formed ...and tracks the activities (abstract, lines 4-7) ” that, for example provides targeted advertising/marketing data for client disposal of DISCOUNT et al because both inventions are directed towards targeted advertising effects. However, DISCOUNT et al as modified does not expressly teach executing an application that presents a plurality of 3d objects, the application with access to a plurality of advertising texture maps wherein each of the plurality of objects has a default texture associated therewith; mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application. HECKEL suggests the

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application with access to a plurality of advertising texture maps wherein each of the plurality of objects has a default texture associated therewith (column 4, line 59-column 5, line 29); mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application (column 4, line 59-column 5, line 29).

It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

12. As per claims 8 and 16, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7, DISCOUNT et al does suggests "...wherein the network comprises at least one of:

a local area network; a wide area network; and a circuit switched network (column 5, lines 1-14 discloses at least both underlined features)". It would have been obvious to one skilled in the art at the time of the invention to use the

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"Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

13. As per claims 9 and 17, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7, DISCOUNT et al does suggests "...wherein an advertising texture map comprises at least one of: a bitmap file; a JPEG file; a TIFF file; and a GIF file (column 35, lines 35-55, at least suggest the underlined feature). It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising.

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Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

14. As per claims 10 and 18, examiner interprets DISCOUNT et al as modified to meet limitations of claim 9, DISCOUNT et al does suggests "...wherein an advertising texture map is used to identify an advertiser and further comprises at least one of: a logo representing the advertiser; text representing the advertiser; a person representing the advertiser; and an image representing the advertiser (column 9, lines 13-24, column 12, lines 36-45 and column 35, lines 35-55, at least suggest the underlined features)". It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.



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15. As per claims 11 and 19, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7, DISCOUNT et al suggests wherein the executing instruction further comprising the step of: periodically providing to the client system over the network a plurality of advertising texture maps directed towards the demographic of the client system (column 10, line 50-column 11, line 22) and during the execution of the application (column 10, line 50-column 11, line 22), however, does not expressly teach wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application. CARLIN suggests wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184). It would have been obvious to one skilled in the art at the time of the invention to use the “Method For advertising Over A Computer Network Utilizing Virtual Environments of Games”, including , “The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game” of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, “The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)” providing user with updated transmissions to the

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game server to insure credit for playing the advertising version of the game server software 22.

16. As per claims 12 and 20, examiner interprets DISCOUNT et al as modified to meet limitations of claim 11, DISCOUNT et al does not expressly teach further comprising: mapping the plurality of advertising texture maps onto the plurality of 3D objects

during execution of the application. CARLIN suggests comprising a step before the receiving step of: mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184). It would have been obvious to one skilled in the art at the time of the invention to use the “Method For advertising Over A Computer Network Utilizing Virtual Environments of Games”, including , “The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game” of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, “The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)” providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

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17. As per claims 13 and 21, examiner interprets DISCOUNT et al as modified to meet limitations of claim 11, including, suggests further comprising gathering information regarding the demographic of the client system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13); selecting from the plurality of advertising texture maps a plurality of advertising texture maps determined to correspond to the demographic of the client system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), however, does not expressly teach 3d mapping means. CARLIN suggests mapping the selected plurality of advertising texture maps onto the plurality of 3D objects during execution of the application (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184). It would have been obvious to one skilled in the art at the time of the invention to use the “Method For advertising Over A Computer Network Utilizing Virtual Environments of Games”, including , “The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game” of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to

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computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

18. As per claims 14 and 22, examiner interprets DISCOUNT et al as modified to meet limitations of claim 7 and 21, DISCOUNT et al does not expressly teach "...wherein the mapping includes: mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application, wherein at least one of the following texture mapping methods are used: planar projection; box projection; cylindrical projection; spherical projection; and shrink projection.

It would have been obvious to one skilled in the art at the time of the invention that the mapping and texturing and modeling means of CARLIN bears similar results to the features as claimed (abstract, lines 17-22 and section 0245).

It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising.

Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines

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9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

19. Claim 24 is rejected under 35 U.S.C. 103(a) as being unpatentable over VOLK et al, US Patent No. 5,673,401 in view of DISCOUNT et al, US Patent No. 6,012,066 and further in view of CARLIN, US Patent Application Publication No. 20020093538.

20. As per claim 24, examiner interprets VOLK et al to meet limitations of claim 24 as recited, "a set-top box for providing targeted advertising to a client/networking system (figures 1 and 2 and column 9, lines 46-60 and column 13, line 31-column 14, line 8), however, does not expressly teach the following recited claim limitations comprising an application that presents a plurality of 3D objects and a plurality of advertising texture maps and wherein at least one of the advertising texture maps are directed towards a demographic of the client system and wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application; and a network connection to a third party, wherein advertising texture maps directed towards the demographic of the client system are periodically received from the third party via the connection and wherein the plurality of advertising texture maps are mapped onto the plurality of objects during execution of the application. Examiner interprets DISCOUNT et al to suggest the means of a plurality of advertised/displayed features during the execution of the application (Figure 1a,

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element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), the application includes a plurality of advertising texture maps (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), wherein the advertising texture maps are directed towards a demographic of the client system (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), a network connection to a third party, wherein advertising texture maps directed towards the demographic of the client system are periodically received from the third party via the connection during the execution of the application (Figure 1a, element 10, and figure 8a, TemplateID Industry – Advertising/Marketing and column 1, lines 34-35, column 6, lines 8-18, 37-52 and column 8, line 34-column 9, line 13), however, does not expressly teach texture mapping and 3d objects. CARLIN suggests the 3d objects and 3d objects corresponding to the texture mapping means (figure 1a, element 10, figure 8a – template for advertising/marketing, section 003, section 05, lines 14-22, section, section 0061, 0064, lines 1-10, section 0146 and sections 0180-0184).

It would have been obvious to one skilled in the art at the time of the invention to utilize at least the teaching for “Models, textures and maps of existing objects [that] are built as necessary from object views or actual objects (abstract, lines 17-19)”, disclosing a method of “...interactive advertising... (abstract, line 22)” of

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CARLIN to modify the "...computerized work flow system and computerized web site generation wherein "[T]he server instantiates a process having a plurality of activities as each activity is independently formed ...and tracks the activities (abstract, lines 4-7) " that, for example provides targeted advertising/marketing data for client disposal of DISCOUNT et al because both inventions are directed towards targeted advertising effects. Further still, DISCOUNT et al as modified do not expressly teach the set-top box means, however, teach targeted advertising collection and display methods of 3d and texture mapped displays over a network. It would have been obvious to one skilled in the art at the time of the invention to utilize the DISCOUNT et al as modified teachings to modify the set-top box teaching of VOLK et al to enable users greater customization/control to "...produce versatile interfaces for application and content (abstract, lines 14-16). VOLK et al as modified does not expressly teach an application that presents a plurality of 3D objects, wherein each of the plurality of objects has a default texture associated therewith. HECKEL suggest an application that presents a plurality of 3D objects (column 4, line 59-column 6, line 29), wherein each of the plurality of objects has a default texture associated therewith (column 4, line 59-column 6, line 29). It would have been obvious to one skilled in the art at the time of the invention to use the "Method For advertising Over A Computer Network Utilizing Virtual Environments of Games", including , "The plug-in 2 in the game software 16 selects an appropriate ad texture 15 for advertising, which replaces the default texture and presents the ad texture 15 for display in the graphics generations portion 12 of the game" of HECKEL to modify the

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targeted advertising/marketing data effects of DISCOUNT et al as modified because both inventions share at least similar solutions related to computer advertising. Further, "The plug-in 2...also keeps track of the view statistics (column 5, lines 9-29)" providing user with updated transmissions to the game server to insure credit for playing the advertising version of the game server software 22.

### ***Conclusion***

3. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

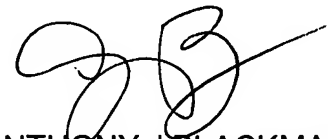


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Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANTHONY J BLACKMAN whose telephone number is 703-305-0833. The examiner can normally be reached Monday-Friday on an eight-hour FLEX SCHEDULE.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, MATTHEW BELLA can be reached on 703-308-6829. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



ANTHONY J BLACKMAN  
Examiner  
Art Unit 2676

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SUPERVISORY PATENT EXAMINER  
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